

# ORDER



**Orders**

**Order / Rev:** 704484

Alt Order #:

**Product Desc:** ISS/Non-Ballot

**Estimate:** 11551

**Flight Dates:** 08/06/12 - 08/07/12

**Original Date / Rev:** 08/03/12 / 08/03/12

**Order Type:** Political

**WKYC**

**Primary AE:** Denel Kizler

**Sales Office:** WKYC

**Sales Region:** LOC

**Agency**

**Name:** Wired Media Partners/ POL

**Buying Contact:**

**Billing Contact:**

11350 Random Hills Road Ste 670

Fairfax, VA 22030

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** American Federal State County Munic

**Demographic:** A25-54

**Product Codes:** IS-Issue/Non Ballot

**Priority:** P-2

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	13	\$17,300.00	\$14,705.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	13	\$17,300.00	\$14,705.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$17,300.00</b>	<b>\$14,705.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WKYC	35%	\$17,300.00
Market	100%	\$49,428.57

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$15,817.14
WJW	29%	\$14,334.29
WOIO	4%	\$1,977.14
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/06/12	08/07/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MT-----			2		\$500.00		0.00				
N 2	WKYC	08/06/12	08/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MT-----			2		\$850.00		0.00				
N 3	WKYC	08/06/12	08/07/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MT-----			2		\$850.00		0.00				

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Advertiser: American Federal State County Municipa  
 Product Desc: ISS/Non-Ballot  
 Estimate: 11551

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKYC	08/06/12	08/07/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	M-F 5-6P	MT-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MT-----			2		\$1,000.00		0.00				
N 5	WKYC	08/06/12	08/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MT-----			1		\$2,500.00		0.00				
N 6	WKYC	08/06/12	08/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MT-----			2		\$1,400.00		0.00				
N 7	WKYC	08/06/12	08/07/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MT-----			2		\$2,800.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/06/12-08/12/12		Olympic Late News	12x-12:35x		MTWThFSaSu	:30		\$2,800.00		0.00	NM		
2	WKYC	08/06/12-08/12/12		Olympic Late News	12x-12:35x		MTWThFSaSu	:30		\$2,800.00		0.00	NM		
Totals													13	\$17,300.00	